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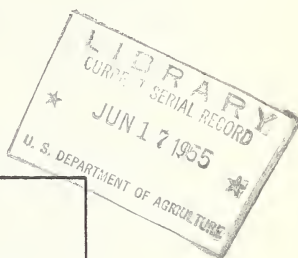
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HOUSEHOLD PURCHASES

OF

BUTTER, CHEESE, NONFAT DRY MILK SOLIDS, AND MARGARINE



BY

REGIONS AND RETAIL SALES OUTLETS

JANUARY-MARCH 1955

HPD-8

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Agricultural Marketing Service

U. S. DEPARTMENT OF AGRICULTURE

WASHINGTON, D. C.

PREFACE

This is one in a series of quarterly reports, first published for the April-June 1954 quarter, summarizing data on household purchases of butter, cheese, nonfat dry milk solids, and margarine. The quarterly reports supplement the monthly series "Household Purchases of Butter, Cheese, Nonfat Dry Milk Solids, and Margarine," by providing data by geographic regions and types of retail outlets.

This series is based on information from the National Consumer Panel of the Market Research Corporation of America, under contract with the United States Department of Agriculture. A representative nationwide sample of approximately 5,800 families reports the basic information upon which the estimates of purchase volumes and related information are based.

The dairy industry through the American Dairy Association and the United States Department of Agriculture, under terms of a cooperative project, are financing the obtaining of the data presented in this series of reports. The Department funds are provided under the Agricultural Marketing Act of 1946 (RMA, Title II).

This report was prepared in the Market Development Branch, Marketing Research Division, of the Agricultural Marketing Service.

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HOUSEHOLD PURCHASES OF BUTTER, CHEESE,
NONFAT DRY MILK SOLIDS, AND MARGARINE, BY
REGIONS AND RETAIL OUTLETS, JANUARY-MARCH 1955

The data in this report are estimates of total purchases by household consumers only, and do not include consumption in restaurants, hotels, hospitals, or other institutional outlets. Data are for 13-week periods in order to permit comparisons of purchase volume between periods of equal length.

SUMMARY

United States householders bought about the same total quantity of butter and margarine during January-March 1955 as in the October-December 1954 period. Purchases of natural, processed, and cottage cheese during the first quarter of 1955 increased from the preceding quarter. Purchases of nonfat dry milk solids for household use during January-March 1955 were up sharply from the preceding three quarters of the dairy marketing year April 1954-March 1955.

Householders reported little change, by regions, in per capita purchases of butter and margarine during January-March 1955 compared with October-December 1954. About the same percentage of families bought in both periods and there was little change in frequency of and average size of purchase. Regional patterns observed for butter and margarine in the April-December 1954 period were generally repeated in the first quarter of 1955. Householders in the North Central and Northeastern States again reported buying more butter per capita in January-March 1955 than those in any other geographic area, while household purchases of margarine per capita were highest in the Pacific Coast States, followed closely by the Mountain-Southwest area.

Purchases of nonfat dry milk solids for household use were reported larger in all regions in January-March 1955 than in the preceding quarter. There was a substantial increase in the percentage of all families buying. Although per capita purchases of nonfat dry milk solids were again reported highest in the Pacific Coast States, householders in the Southern States reported the largest gain in the per capita rate from the preceding quarter.

Household purchases per capita of the various types of natural and processed cheese were generally higher in each region in January-March 1955 than in October-December 1954. Cottage cheese purchases for household use by regions registered sharp gains.

Per capita household purchases of natural American and cottage cheese were again reported high in the Pacific Coast States relative to the other areas of the country. The Northeastern States continued to be the best market for types of natural cheese other than American. As was the case during April-December 1954, there was little change in any region during January-March 1955 in the purchase pattern for the processed cheese types.

Purchases of butter and margarine by type of retail sales outlet during January-March 1955 were virtually the same as in the preceding quarter. Householders again reported buying appreciable amounts of butter and cottage cheese from home-delivery salesmen--the only 2 products covered in this report which are important in this manner.

Average prices to consumers for butter during January-March 1955 were reported somewhat lower than in the preceding quarter in store outlets but unchanged in house-to-house and other outlets. Margarine prices to consumers were about the same in all outlets as in the previous quarter. Prices of nonfat dry milk solids were up about 1 cent per pound in chain stores and independent grocery stores. Cottage cheese prices to householders were reported somewhat lower in national chain outlets.

BUTTER

United States householders reported buying an estimated total of 209 million pounds of butter during the 13-week period January-March 1955 compared with 214 million pounds in the preceding 13-week period. Although purchases of butter for household use were nearly the same in the last quarter of 1954 and the first quarter of 1955, they were almost 15 percent more than in April-June and July-September 1954.

Total purchases of butter for household use during the 12-month period April 1954-March 1955 were reported at 796 million pounds. During this same period a preliminary estimate by the Department puts total domestic disappearance of butter in all channels--household and nonhousehold, including donations--at 1,495 million pounds, which includes 1,285 million pounds of creamery butter and 210 million pounds of farm-churned butter.

Per capita household purchases of butter during January-March 1955 were somewhat lower than in the preceding quarter in each region except the Mountain-Southwest, where a slight increase occurred. Changes in average prices paid for butter during January-March 1955 were fractionally downward in the Northeast, North Central, and South, but slightly upward in the Mountain-Southwest and Pacific regions. There was no reported change in the average size of purchase by householders (table 1).

Butter purchases by United States householders for the 12 months April 1954-March 1955 were divided as follows by type of retail sales outlet: 20 percent in national chain stores, 28 percent in regional and local chains, 36 percent in independent grocery stores, 6 percent in house-to-house, and 10 percent in "other" outlets.

MARGARINE

Margarine purchases by householders in the 13-week period January-March 1955 totaled an estimated 332 million pounds, practically unchanged from the previous quarter, but over 20 percent greater than reported purchases in April-June and in July-September 1954.

Household purchases of margarine during April 1954-March 1955 totaled 1,206 million pounds. For the same 12-month period, it is estimated by the Department that total domestic civilian disappearance of margarine in all channels--household and non-household--was 1,350 million pounds.

Per capita purchases of margarine by householders during January-March 1955 compared with the preceding 3-month period were reported higher in the Pacific Coast and Mountain-Southwest States, about the same in the South, and slightly lower in the Northeast and North Central States. Particularly noticeable was the gain in the Mountain-Southwest area, where the per capita household purchase rate for margarine was up almost 10 percent (table 3).

For the 12-month period ending March 1955, about 27 percent of all margarine purchases for household use were made through national chain stores, 33 percent through regional and local chains, 38 percent through independent grocery stores, and the remainder through "all other" outlets (table 4).

NONFAT DRY MILK SOLIDS

All regions reported increases in total and per capita purchases of nonfat dry milk solids for household use during January-March 1955 compared with the preceding 3-month period. Contributing most to this increase were significant gains in the percentage of families buying nonfat dry milk solids. All regions except the Mountain-Southwest reported a gain of 5 percentage points--about 20 percent--from the preceding quarter in the percentage of families buying. For the Mountain-Southwest area, the gain in the percentage of families buying was fractional.

By regions, the percentage of all families buying nonfat dry milk solids during January-March 1955 ranged from 20 percent in the North Central States to 29 percent in the Southern States. There was also a gain reported by regions in the frequency of purchase during January-March 1955 but this was balanced somewhat by a drop in the average size of purchase during the quarter. This over-all gain in purchases of nonfat dry milk solids during January-March 1955 took place along with an increase in the average price (table 6).

In the period January-March 1955, the increase over the preceding 3 months in household purchases of nonfat dry milk solids was considerably larger in national chains and independent grocery outlets, than in regional and local chains and "all other" outlets. Consumers reported paying less for nonfat dry milk solids and buying more per purchase in national chain stores than in the other outlets during January-March 1955 (table 7).

CHEESE

Household purchases of natural and processed cheese during January-March 1955 were estimated at 178 million pounds (purchased weight basis), up about 13 million pounds from October-December 1954. Natural cheese purchases were reported about 5 million pounds higher, while processed cheese

purchases were up about 8 million pounds from the preceding quarter. Total natural and processed cheese purchases during October-December 1954 and January-March 1955 consisted of about 55 percent natural cheese and 45 percent processed cheese, compared with an about equal division in the April-June and July-September 1954 quarters.

Cottage cheese purchases, not included in the preceding totals, gained sharply in the first quarter of 1955 and were estimated at 127 million pounds, up about 24 million pounds from the preceding 3-month period. About 56 percent of all families reported purchases of cottage cheese in the first quarter of 1955 compared with 50 percent buying during the October-December 1954 period (table 8).

During January-March 1955, household purchases per capita of natural American cheese--the type most commonly sold--as well as other natural types, were reported higher for all regions than in October-December 1954.

Per capita purchase rates for processed cheese in all regions during January-March 1955 equaled or exceeded those for the preceding quarter. There was little change in per capita purchase rates for cheese foods in the different regions. Purchases of cheese spreads per capita for household use were much higher in all regions during the first quarter of 1955 than in the preceding quarter, particularly in the Mountain-Southwest, Pacific, and North Central areas.

By type of retail sales outlets, consumers reported larger purchases of natural American cheese through national chain stores and independent groceries in January-March 1955 than in October-December 1954, but little change in purchases through regional and local chain stores and "all other" outlets. The pickup in purchases of processed cheese during the first quarter of 1955 apparently took place about equally through all store outlets. Purchases of processed cheese spreads, which showed the biggest gain from the preceding quarter, were larger in all retail sales outlets, particularly in the regional and local chain stores. Purchases of cottage cheese showed sizable gains in all retail outlets and were close to 8 million pounds higher in national chains and independent grocery stores (table 13).

Over one-third of all natural and processed cheese purchases by householders during the year ending March 1955 were made through independent grocery stores. Most of the other natural and processed cheese purchases were made in chain stores, although consumers did buy some small amounts in "all other" outlets. A fairly substantial amount of cottage cheese--13 percent--was reported bought from home-delivery men during the 12 months ending March 31, 1955.

Householders in this survey reported during January-March 1955 that average prices paid for the natural and processed cheese types were generally less in the chain stores than in the independent grocery stores. Prices paid for the processed cheese spreads were an exception to this. Consumer prices for cottage cheese were reported about 1 cent per 12-ounce unit less in the chain stores than in the independent groceries. Prices reported paid for cottage cheese were relatively stable for the year ending March 31, 1955 (table 15).

Notes on Tables

The tables contained in this series of quarterly reports give data breakdowns by regions and type of retail outlets.

Regional reports cover areas defined as follows:

- (1) Northeast -- New England and Middle Atlantic States, plus Delaware, Maryland, and District of Columbia.
- (2) North Central -- Ohio, Indiana, Illinois, Michigan, Minnesota, Wisconsin, Iowa, Missouri, North Dakota, South Dakota, Nebraska, and Kansas.
- (3) South -- Arkansas, Alabama, Florida, Georgia, Kentucky, Louisiana, North Carolina, South Carolina, Tennessee, Mississippi, Virginia, and West Virginia.
- (4) Mountain -- Eight Mountain States and Texas and Oklahoma.
- (5) Pacific -- Washington, Oregon, and California.

The approximate United States population distribution of these regions is as follows: Northeast, 28.0 percent; North Central, 29.7 percent; South, 22.4 percent; Mountain and Southwest, 9.8 percent; and Pacific, 10.1 percent.

Retail outlets for quarterly reports are defined as follows:

- (1) National chains -- A & P, Kroger, and Safeway Stores.
- (2) Regional and local chains -- those chains having 4 or more stores (excluding those in the national chain category).
- (3) Independent groceries -- independently owned stores, groups of stores not falling in above categories, and voluntary associations of independently owned stores.
- (4) House-to-house -- purchases from milkman or other wagon salesmen.
- (5) Other -- purchases in creameries or dairy stores, roadside stands, department and specialty food stores, and from farmers.

Table 1.--Butter: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita, U. S. and regions, 13-week periods

		Total quantity purchased					
Year and quarter	United States	Northeast	North Central	South	Mountain-Southwest	Pacific	
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	
1954-55							
Apr.-June	185.4	71.4	75.6	12.6	7.5	18.3	
July-Sept.	187.4	71.1	77.5	12.5	7.5	18.8	
Oct.-Dec.	214.0	79.6	90.1	14.8	9.0	20.5	
Jan.-Mar.	209.3	78.8	87.5	14.2	9.0	19.8	
Total	796.1	300.9	330.7	54.1	33.0	77.4	
Average price paid per pound							
	Cents	Cents	Cents	Cents	Cents	Cents	
1954-55							
Apr.-June	66.1	67.7	64.1	69.1	69.1	65.1	
July-Sept.	66.1	67.7	64.1	69.2	69.2	64.7	
Oct.-Dec.	68.4	70.1	66.5	70.9	71.3	66.9	
Jan.-Mar.	67.8	69.1	65.9	69.8	72.0	67.3	
Average size of purchase							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
1954-55							
Apr.-June	1.09	1.00	1.25	0.84	1.07	1.05	
July-Sept.	1.09	1.00	1.25	.85	1.05	1.04	
Oct.-Dec.	1.10	1.00	1.28	.87	1.04	1.02	
Jan.-Mar.	1.09	1.00	1.27	.87	1.02	1.03	
Purchases per 1,000 capita							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	
1954-55							
Apr.-June	1,174	1,669	1,679	333	461	1,150	
July-Sept.	1,178	1,635	1,715	332	445	1,189	
Oct.-Dec.	1,335	1,819	1,961	389	538	1,299	
Jan.-Mar.	1,305	1,810	1,918	365	549	1,243	

National Consumer Panel of Market Research Corporation of America.

Table 2. --Butter: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Total quantity purchased					
Year and quarter	National chains	Regional and local chains	Independent groceries	House-to-house	Other outlets
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954-55					
Apr.-June	37.1	52.2	67.6	9.8	18.9
July-Sept.	36.5	53.9	66.8	10.5	19.7
Oct.-Dec.	41.2	61.1	76.5	12.5	22.7
Jan.-Mar.	41.9	59.9	74.4	12.4	20.7
Total	156.7	227.1	285.3	45.2	82.0
Average price paid per pound					
	Cents	Cents	Cents	Cents	Cents
1954-55					
Apr.-June	65.0	65.4	67.3	70.7	63.7
July-Sept.	65.1	65.4	67.1	70.4	63.7
Oct.-Dec.	68.0	68.1	69.3	71.9	64.9
Jan.-Mar.	66.8	67.3	68.9	71.8	64.9
Average size of purchase					
	Pounds	Pounds	Pounds	Pounds	Pounds
1954 -55					
Apr.-June	1.02	1.04	1.06	1.07	1.59
July-Sept.	1.01	1.03	1.05	1.09	1.62
Oct.-Dec.	.99	1.05	1.06	1.12	1.66
Jan.-Mar.	1.00	1.03	1.07	1.13	1.66

National Consumer Panel of Market Research Corporation of America.

Table 3.--Margarine: Household purchases, average price per pound, average size of purchase, and purchases per 1,000 capita U. S. and regions, 13-week periods

Year and quarter	Total quantity purchased					
	United States	Northeast	North Central	South	Mountain-Southwest	Pacific
	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds	Million pounds
1954-55						
Apr.-June	274.4	76.2	73.4	53.8	32.8	38.2
July-Sept.	268.4	75.3	71.3	53.9	31.3	36.6
Oct.-Dec.	331.1	91.4	88.3	67.6	40.3	43.5
Jan.-Mar.	332.4	89.7	87.0	69.3	42.3	44.1
Total	1,206.3	332.6	320.0	244.6	146.7	162.4
Average price paid per pound						
	Cents	Cents	Cents	Cents	Cents	Cents
1954-55						
Apr.-June	26.4	27.4	27.2	26.1	25.7	24.1
July-Sept.	26.9	28.1	27.9	26.5	25.8	24.0
Oct.-Dec.	25.8	26.8	26.7	25.6	24.7	23.3
Jan.-Mar.	25.7	27.2	26.5	25.4	24.2	22.8
Average size of purchase						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954-55						
Apr.-June	1.45	1.43	1.43	1.31	1.42	1.68
July-Sept.	1.44	1.43	1.43	1.29	1.39	1.70
Oct.-Dec.	1.49	1.50	1.47	1.34	1.43	1.77
Jan.-Mar.	1.50	1.48	1.49	1.33	1.46	1.80
Purchases per 1,000 capita						
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954-55						
Apr.-June	1,737	1,783	1,629	1,418	2,011	2,398
July-Sept.	1,687	1,732	1,576	1,425	1,864	2,318
Oct.-Dec.	2,066	2,089	1,923	1,775	2,409	2,755
Jan.-Mar.	2,072	2,061	1,907	1,776	2,590	2,770

National Consumer Panel of Market Research Corporation of America.

Table 4.--Margarine: Household purchases, average price per pound, and average size of purchase, United States by type of retail outlet, 13-week periods

Year and quarter	National chains	Total quantity purchased			All other outlets
		Regional and local chains	Independent groceries		
	Million pounds	Million pounds	Million pounds		Million pounds
1954-55					
Apr.-June	77.3	82.2	106.7		8.2
July-Sept.	74.8	81.5	104.4		7.7
Oct.-Dec.	92.8	103.9	125.9		8.5
Jan.-Mar.	91.7	104.1	126.6	1/	10.0
Total	336.6	371.7	463.6	2/	34.4
Average price paid per pound					
	Cents	Cents	Cents		Cents
1954-55					
Apr.-June	24.8	25.5	28.1		29.3
July-Sept.	25.1	26.0	28.6		28.8
Oct.-Dec.	23.8	24.9	27.9		28.7
Jan.-Mar.	23.9	24.7	27.6		28.8
Average size of purchase					
	Pounds	Pounds	Pounds		Pounds
1954-55					
Apr.-June	1.54	1.45	1.39		1.42
July-Sept.	1.54	1.45	1.37		1.35
Oct.-Dec.	1.60	1.51	1.41		1.39
Jan.-Mar.	1.60	1.52	1.42		1.46

1/ Includes house-to-house purchases of 2.2 million pounds.

2/ Includes house-to-house purchases of 7.4 million pounds.

National Consumer Panel of Market Research Corporation of America.

Table 5.--Nonfat dry milk solids: Household purchases, average price per pound, percentage of all families buying, number of purchases, and size of average purchase, U. S., 13-week periods

Year and quarter	Quantity purchased		Average price paid	
	Total	Per 1,000 population	Per pound for all purchases	Per actual 1-pound unit purchases
	<u>1,000 pounds</u>	<u>Pounds</u>	<u>Cents</u>	<u>Cents</u>
1954-55				
Apr.-June	34,160	216.3	37.7	36.0
July-Sept.	31,400	197.3	36.2	34.2
Oct.-Dec.	34,300	211.0	38.9	35.5
Jan.-Mar.	42,710	266.3	40.3	35.9
Total	142,570			
	Percentage of all families buying		Per buying family	
			Purchases	Average size of purchase
	<u>Percent</u>	<u>Number</u>		<u>Ounces</u>
1954-55				
Apr.-June	17.8	3.16		21.4
July-Sept.	15.9	3.03		22.8
Oct.-Dec.	19.5	2.86		20.4
Jan.-Mar.	24.1	3.12		18.8

National Consumer Panel of Market Research Corporation of America.

Table 6.--Nonfat dry milk solids: Household purchases, average price per pound, average size of purchase, purchases per 1,000 capita, and purchases per buying family, by regions, 13-week periods

Year and quarter	Total quantity purchased				
	Northeast	North Central	South	Mountain- Southwest	Pacific
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
1954-55					
Apr.-June	8,300	6,100	10,190	5,230	4,330
July-Sept.	7,990	5,260	9,330	4,540	4,280
Oct.-Dec.	8,940	5,860	9,670	4,890	4,940
Jan.-Mar.	10,460	8,600	13,010	5,000	5,640
Total	35,690	25,820	42,200	19,660	19,190
Average price per pound for all purchases					
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954-55					
Apr.-June	35.9	38.2	38.7	38.4	36.9
July-Sept.	35.0	35.7	37.0	37.2	36.3
Oct.-Dec.	37.7	40.0	39.3	39.3	38.4
Jan.-Mar.	38.4	42.6	40.4	40.1	40.5
Average price per actual 1-pound unit purchases					
	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>	<u>Cents</u>
1954-55					
Apr.-June	34.4	35.5	36.6	37.3	37.4
July-Sept.	32.8	33.3	35.0	35.8	35.5
Oct.-Dec.	34.3	35.7	35.5	36.3	37.8
Jan.-Mar.	33.9	36.3	36.7	36.9	37.4
Percentage of all families buying					
	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>	<u>Percent</u>
1954-55					
Apr.-June	17.0	13.3	22.9	20.0	20.3
July-Sept.	16.2	10.8	20.1	17.3	19.5
Oct.-Dec.	18.4	15.5	23.7	22.5	22.2
Jan.-Mar.	23.3	20.2	29.4	22.9	27.5

- Continued

National Consumer Panel of Market Research Corporation of America.

Table 7.--Nonfat dry milk solids: Household purchases, average price per pound, and average size of purchase, by type of retail outlet, 13-week periods

Year and quarter	National chains	Total quantity purchased			
		Regional and local chains	Independent groceries	All other outlets	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	
1954-55					
Apr.-June	11,600	10,240	11,110	1,220	
July-Sept.	11,280	8,730	10,170	1,220	
Oct.-Dec.	11,940	10,700	10,500	1,160	
Jan.-Mar.	14,800	11,830	14,560	1,520	
Total	49,620	41,500	46,340	5,120	
		Average size of purchase			
	Ounces	Ounces	Ounces	Ounces	
1954-55					
Apr.-June	24.8	20.4	19.5	25.4	
July-Sept.	25.9	21.6	21.4	23.4	
Oct.-Dec.	24.5	19.3	18.2	22.1	
Jan.-Mar.	22.0	17.8	17.1	21.6	
		Average price per pound for all purchases			
	Cents	Cents	Cents	Cents	
1954-55					
Apr.-June	34.2	38.4	40.3	40.0	
July-Sept.	33.2	36.4	38.9	39.4	
Oct.-Dec.	35.5	39.4	42.3	37.8	
Jan.-Mar.	36.5	40.4	44.0	41.7	
		Average price per actual 1-pound unit purchases			
	Cents	Cents	Cents	Cents	
1954-55					
Apr.-June	32.7	36.8	39.3	39.9	
July-Sept.	31.9	34.9	36.6	39.9	
Oct.-Dec.	32.9	36.7	38.1	39.0	
Jan.-Mar.	33.4	36.4	39.0	40.1	

National Consumer Panel of Market Research Corporation of America.

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods

Year and quarter	Total quantity purchased							
	Natural				Processed			Cottage cheese
	American	Swiss	Cream	Other	Cheese	Cheese foods	Cheese spreads	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds
1954-55								
Apr.-June	48,160	10,490	10,430	10,670	34,430	30,240	18,790	117,820
July-Sept.	49,370	10,540	8,260	9,780	33,180	25,960	18,310	107,260
Oct.-Dec.	54,860	11,060	12,460	12,250	31,560	22,040	20,710	102,580
Jan.-Mar.	58,160	12,090	13,100	12,700	33,690	22,420	25,990	126,660
Total	210,550	44,180	44,250	45,400	132,860	100,660	83,800	454,320
	Average price paid per unit							
	Pound	Pound	3 oz.	Pound	Pound	Pound	Pound	12 oz.
	Cents	Cents	Cents	Cents	Cents	Cents	Cents	Cents
1954-55								
Apr.-June	62.9	76.3	14.2	76.0	61.0	46.1	54.3	21.2
July-Sept.	62.6	74.6	14.3	75.5	60.9	46.0	52.4	21.1
Oct.-Dec.	62.8	74.2	13.7	78.2	61.6	45.2	53.8	21.3
Jan.-Mar.	63.1	72.3	14.0	76.9	61.2	44.4	50.6	21.2
	Purchases per 1,000 capita							
	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds	Pounds
1954-55								
Apr.-June	304.9	66.4	66.0	67.5	218.0	191.4	119.0	745.9
July-Sept.	310.2	66.2	51.9	61.5	208.5	163.2	115.1	674.1
Oct.-Dec.	342.3	69.0	77.7	76.5	196.9	137.5	129.3	640.0
Jan.-Mar.	362.6	75.4	81.7	79.2	210.1	139.8	162.0	789.7

Continued

Table 8.--Cheese: Household purchases, average price per unit, purchases per 1,000 capita, percentage of all families buying, number of purchases, and average size of purchase, by types, U. S., 13-week periods--Continued

[illegible]

National Consumer Panel of Market Research Corporation of America.

Table 9.--Cheese: Quantity purchased by households, by types, by regions,
13-week periods

Natural American						
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific	
	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	1,000 pounds	
1954-55						
Apr.-June	11,160	12,470	10,980	4,950	8,610	
July-Sept.	11,780	13,070	10,660	5,120	8,740	
Oct.-Dec.	13,690	13,800	12,740	5,630	9,000	
Jan.-Mar.	11,030	11,690	13,560	5,990	9,890	
Total	50,660	54,030	47,940	21,690	36,240	
Natural Swiss						
1954-55						
Apr.-June	5,200	2,410	1,570	400	890	
July-Sept.	5,190	2,290	1,680	410	970	
Oct.-Dec.	5,860	2,520	1,470	360	850	
Jan.-Mar.	6,160	2,800	1,790	370	970	
Total	22,410	10,020	6,510	1,540	3,680	
Natural Cream						
1954-55						
Apr.-June	5,930	2,330	1,190	350	630	
July-Sept.	4,790	1,550	1,020	340	560	
Oct.-Dec.	6,710	2,470	1,920	1,60	900	
Jan.-Mar.	7,110	2,850	1,750	450	940	
Total	24,540	9,200	5,880	1,600	3,030	
Natural - Other varieties						
1954-55						
Apr.-June	5,580	3,120	1,020	340	620	
July-Sept.	5,150	2,730	1,170	200	530	
Oct.-Dec.	6,500	3,610	1,140	310	690	
Jan.-Mar.	7,030	3,540	1,070	290	770	
Total	24,260	13,000	4,400	1,140	2,610	

Continued

Table 9 .--Cheese: Quantity purchased by households, by types, by regions,
13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)					
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific
	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>	<u>pounds</u>
1954-55					
Apr.-June	13,250	8,920	6,010	3,440	2,810
July-Sept.	13,140	8,010	5,640	3,320	3,070
Oct.-Dec.	12,820	7,770	5,130	3,150	2,690
Jan.-Mar.	13,710	8,460	5,280	3,320	2,920
Total	52,920	33,160	22,060	13,230	11,490
Processed cheese foods					
1954-55					
Apr.-June	8,560	10,590	3,940	3,290	3,860
July-Sept.	8,240	8,590	3,360	2,250	3,520
Oct.-Dec.	6,870	6,990	2,490	2,030	3,660
Jan.-Mar.	6,890	6,820	2,510	2,110	4,090
Total	30,560	32,990	12,300	9,680	15,130
Processed cheese spreads					
1954-55					
Apr.-June	4,520	7,570	2,240	1,900	2,570
July-Sept.	4,170	7,520	1,960	2,480	2,180
Oct.-Dec.	5,410	8,930	2,180	2,410	1,780
Jan.-Mar.	6,900	11,150	2,970	2,810	2,160
Total	21,000	35,170	9,350	9,600	8,690
Cottage cheese					
1954-55					
Apr.-June	30,250	44,730	9,810	10,740	22,290
July-Sept.	27,090	38,730	9,700	10,340	21,400
Oct.-Dec.	26,350	39,040	8,090	8,950	20,150
Jan.-Mar.	31,850	48,730	10,220	11,790	24,070
Total	115,540	171,230	37,820	41,820	87,910

National Consumer Panel of Market Research Corporation of America.

Table 10.--Cheese: Average size of purchase by households,
by types, by regions, 13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)						
Year and quarter	North East	North Central	South	Mountain- Southwest	Pacific	
	Ounces	Ounces	Ounces	Ounces	Ounces	
1954-55						
Apr.-June	9.8	11.1	11.2	12.2	11.5	
July-Sept.	10.0	10.7	11.2	11.8	11.6	
Oct.-Dec.	9.9	11.0	11.2	12.1	10.8	
Jan.-Mar.	9.9	10.9	11.3	11.5	11.0	
Processed cheese foods						
1954-55						
Apr.-June	20.1	22.6	22.5	23.6	26.0	
July-Sept.	21.2	22.0	21.3	21.5	25.5	
Oct.-Dec.	20.8	22.3	24.7	22.8	26.7	
Jan.-Mar.	21.9	22.8	23.5	23.9	27.0	
Processed cheese spreads						
1954-55						
Apr.-June	9.8	14.7	11.0	13.9	11.0	
July-Sept.	10.2	16.1	11.4	15.7	11.3	
Oct.-Dec.	11.0	16.3	12.5	15.6	9.0	
Jan.-Mar.	13.0	17.4	14.6	18.1	9.9	
Cottage cheese						
1954						
Apr.-June	14.6	16.6	15.2	15.8	15.9	
July-Sept.	14.7	16.5	15.7	15.6	15.8	
Oct.-Dec.	14.4	16.6	15.4	15.7	16.1	
Jan.-Mar.	14.7	16.7	15.0	16.1	16.1	

National Consumer Panel of Market Research Corporation of America.

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions, 13-week periods

[illegible]

Continued

Table 11.--Cheese: Household purchases per 1,000 capita,
by types, by regions,
13-week periods--Continued

Processed cheese (excluding cheese foods and cheese spreads)					
Year and quarter	Northeast	North Central	South	Mountain- Southwest	Pacific
	Pounds	Pounds	Pounds	Pounds	Pounds
1954-55					
Apr.-June	309.8	197.9	158.5	211.3	176.6
July-Sept.	302.0	177.2	148.9	197.9	194.9
Oct.-Dec.	293.0	169.2	134.6	188.0	170.5
Jan.-Mar.	315.1	185.5	135.3	203.2	183.8
Processed cheese foods					
1954-55					
Apr.-June	200.2	235.0	103.7	202.0	242.7
July-Sept.	189.5	190.1	88.9	133.8	223.0
Oct.-Dec.	156.9	152.2	65.5	121.4	231.8
Jan.-Mar.	158.4	149.4	64.3	129.1	257.3
Processed cheese spreads					
1954-55					
Apr.-June	105.6	167.9	59.1	116.3	161.7
July-Sept.	95.9	166.4	51.8	147.3	138.1
Oct.-Dec.	123.7	194.4	57.4	114.0	112.9
Jan.-Mar.	158.5	244.4	76.2	171.7	136.0
Cottage cheese					
1954-55					
Apr.-June	707.6	992.8	258.5	659.2	1400.1
July-Sept.	622.8	856.8	256.4	615.5	1356.8
Oct.-Dec.	611.9	850.3	212.6	534.2	1277.7
Jan.-Mar.	732.0	1,068.0	262.0	721.3	1514.0

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods

Natural American				
Year and quarter	National chains	Regional and local chains	Independent groceries	All other outlets
	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>	1,000 <u>pounds</u>
1954-55				
Apr.-June	12,570	14,090	19,320	2,180
July-Sept.	12,550	14,310	19,660	2,840
Oct.-Dec.	13,760	17,040	21,680	2,380
Jan.-Mar.	15,400	17,300	23,110	2,350
Total	54,280	62,740	83,770	9,750
Natural Swiss				
1954-55				
Apr.-June	2,800	3,540	3,710	1/ 740
July-Sept.	2,590	3,360	3,850	680
Oct.-Dec.	3,230	3,480	3,670	670
Jan.-Mar.	3,280	4,170	3,970	
Total	11,900	14,550	15,200	2,090
Natural Cream				
1954-55				
Apr.-June	3,260	3,830	3,110	230
July-Sept.	2,550	3,090	2,320	1/ 800
Oct.-Dec.	3,330	4,740	3,590	760
Jan.-Mar.	3,730	4,720	3,890	
Total	12,870	16,380	12,910	1,790
Natural - Other varieties				
1954-55				
Apr.-June	2,460	3,180	4,500	530
July-Sept.	2,190	3,480	3,650	1/ 800
Oct.-Dec.	2,890	3,960	4,930	
Jan.-Mar.	3,220	4,260	4,420	
Total	10,760	14,880	17,500	1,330

Continued

Table 13.--Cheese: Quantity purchased by households, by types,
by retail sales outlet, 13-week periods--Continued

Processed (excluding cheese foods and spreads)								
Year and quarter	:	National chains	:	Regional and local chains	:	Independent groceries	:	All other outlets
	:	1,000	:	1,000	:	1,000	:	1,000
	:	<u>pounds</u>	:	<u>pounds</u>	:	<u>pounds</u>	:	<u>pounds</u>
1954-55	:		:		:		:	
Apr.-June	:	10,010	:	10,310	:	13,380	:	740
July-Sept.	:	9,390	:	9,770	:	13,340	:	680
Oct.-Dec.	:	8,820	:	10,110	:	11,960	:	670
Jan.-Mar.	:	9,550	:	10,660	:	12,830	:	650
Total	:	37,770	:	40,850	:	51,510	:	2,740
	:	Processed cheese foods						
1954-55	:		:		:		:	
Apr.-June	:	10,910	:	9,290	:	9,620	:	1/
July-Sept.	:	9,480	:	7,800	:	8,380	:	1/
Oct.-Dec.	:	8,240	:	6,940	:	6,520	:	1/
Jan.-Mar.	:	8,730	:	6,950	:	6,420	:	1/
Total	:	37,360	:	30,980	:	30,940	:	1/
	:	Processed cheese spreads						
1954-55	:		:		:		:	
Apr.-June	:	4,350	:	6,600	:	7,450	:	1/
July-Sept.	:	4,320	:	6,350	:	7,250	:	1/
Oct.-Dec.	:	4,440	:	7,350	:	8,500	:	430
Jan.-Mar.	:	5,440	:	9,700	:	10,370	:	480
Total	:	18,550	:	30,000	:	33,570	:	910
	:	Cottage cheese						
1954-55	:		:		:		:	
Apr.-June	:	20,120	:	32,380	:	46,700	:	18,620
July-Sept.	:	18,870	:	31,010	:	40,780	:	16,610
Oct.-Dec.	:	18,600	:	29,130	:	37,430	:	17,420
Jan.-Mar.	:	26,040	:	34,100	:	45,030	:	2/ 21,490
Total	:	83,630	:	126,620	:	169,940	:	3/ 74,140

1/ Too few purchases for analysis.

2/ Includes house-to-house purchases of 17.1 million pounds.

3/ Includes house-to-house purchases of 60.3 million pounds.

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